



Marketing communication strategies for fashion brands and measurements of efficiency

Karola Schwindt

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Bachelor Thesis from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,0, Niederrhein University of Applied Sciences Mönchengladbach , language: English, abstract: To successfully communicate a fashion brand, not only the advertising message itself has to match with the relevant target group, but also the right media have to be used to address the target group. Communication that wants to catch the brands' target group and wants to be noticed has to meet exactly their lifestyle and attitude. Solely methods of mass communication do not reach the individual target audiences anymore. That is why new ways of communication become more important. This thesis provides a framework of marketing communication strategies, traditional and up-to-date ones, which can be applied to the target groups of the fashion market. Those strategies can be combined almost unlimited. However, the media planning should be carried out target group oriented. With the help of four relevant target audiences and their use of media will be exemplified how a brand can find the suitable strategies for its target group. Knowing how to define whether a strategy was successful, is just as important as gaining the attention of customers through this strategy. Therefore, it will be determined which measurements of efficiency are applicable for which marketing communication strategies.

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